

sample

A Unique

Experience

In Menthol



on - free

PRESENT THIS COUPON AND RECEIVE 10 FREE PINK  
OF ANY STYLE PARLIAMENT MENTHOL LIGHTS

8530101235334164



\$2.00

WHEN YOU BUY A CARTON  
OR 2 PACKS OF ANY STYLE  
PARLIAMENT MENTHOL LIGHTS

8530101235334164

Expirates 1/31/96



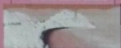
New **PARLIAMENT**  
*Menthol Lights*

Try Something New And Win A Caribbean Trip!

**ONE GRAND PRIZE**

Win a week for two to the  
Caribbean and experience  
the magic of Petit Island.

Discover  
endless stretches of  
pristine beaches, market  
fresh coconuts, and  
crystal clear waters. This unspoiled  
tropical paradise is the perfect spot  
for an adventure of a lifetime.



**ONE FIRST PRIZE**

Win a Spa  
Getaway!

You and  
a guest will be  
whisked away to  
The Delano. Enjoy a  
newly opened beachside spa resort.  
Get ready for 4 days and 3 nights  
of relaxation, rejuvenation and  
 pampering - a massage and  
delightful hours poolside are  
some of the highlights that await.

**TEN SECOND PRIZES**

Win a \$100 American  
Express Gift Certificate  
to try something new.

Use your new  
Gift Certificate to enjoy  
a taste of the nightlife  
dinner at a new restaurant  
or anything you wish.



NEW EXPERIENCES...NEW ATTITUDES...NEW TASTES...

*Good luck!*

FOR YOUR CHANCE TO WIN, RETURN THE COMPLETED ENTRY CARD BY 8/31/96.

DETACH HERE

8530101235334164  
Mr. John Q. Sample  
Apt. XYZ  
1234 Any Street  
Anytown, UA 14609-3301

*Official Sweepstakes Entry Card*

☐ Yes, I want to try something new! Please enter me in your Sweepstakes.

Make any address changes in the space below.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1. What is your regular brand, that is the brand you order most often?

2. Is your regular brand...

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...

☐ Full Flavor ☐ Medium ☐ Light/Mild

☐ Ultra/Extra Low Tar ☐ Lowest Tar

5. Which of the following best describes you?

☐ Caucasian/White ☐ African American ☐ Asian ☐ Hispanic

☐ American Indian ☐ Other

6. What was the last grade of school you completed?

☐ Grade School ☐ Some High School ☐ High School Graduate

☐ Some College ☐ College Graduate

7. What income bracket do you fall into (before taxes)?

☐ Under \$10,000 ☐ \$10,000 - \$19,999 ☐ \$20,000 - \$29,999

☐ \$30,000 - \$39,999 ☐ \$40,000 - \$49,999 ☐ \$50,000 and over

We assure you that no name will be sold, and we will not permit the use of a name by any  
company that is not affiliated with Philip Morris. By entering this sweepstakes, and signing  
below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to  
receive cigarette coupons and branded incentive items in the mail, subject to applicable  
laws and federal laws.

Signature (required): \_\_\_\_\_

Birth Date (required): \_\_\_\_/\_\_\_\_/\_\_\_\_ Today's Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_-\_\_\_\_

Hurry! Please complete all the information, including  
signature and date of birth, and return by 8/31/96. Thank!

PHL-OP-12W

DETACH HERE

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